



PROMOTIONAL PRODUCTS

Affordable + Effective

In today's multi-channel marketing world, it's refreshing to know there's a traditional tactic that gets your customer's attention, enhances your direct mail campaign and reinforces your brand. Better still, promotional products offer a long shelf-life and are affordable with a variety of choices to fit any theme and budget.

If you haven't considered promotional products lately, now's the time to take a closer look. These often small but powerful items can help you:

▶ **View our selection of products at allegrapromo.com**

- ▶ Increase direct mail and print response rates
- ▶ Generate better targeted booth traffic and better qualified leads
- ▶ Create long-term sales with key customers
- ▶ Improve morale with staff members
- ▶ Develop goodwill with prospects, customers, employees + vendors





MAKE A LASTING IMPRESSION



The Proof is in the Results

An Advertising Specialties Institute (ASI) study shows that people remember the brands on the items they receive. Wearables have the highest recall at 94 percent followed by bags at 90 percent. Most other items have a recall rate in the 80 to 90 percent range. Even the lowest rate packs a punch—desk accessories at 67 percent.

Many promotional products work well for sending a “thank you” or a “you’re valuable” message. A pen and note pad could do the trick as could wearables or anything deemed useful. The ASI study shows that when asked the reasons for keeping a promotional item, the vast majority chose its usefulness over all other reasons. Great mail items include pens, bookmarks, magnets, credit/debit card holders and calendars.



Our Capabilities

Through our relationship with 3,300+ industry suppliers, we have immediate access to more than 750,000 promotional products. We also want to make sure that you’re getting real ROI on your programs.

We know that promotional products, when properly integrated into a company’s marketing initiatives can dramatically improve the effectiveness of your sales initiatives.



Your Single Source for Promotional Product Advice

Promotional products are just one of the many ways we can support you to reach your goals. Whether you need help with developing a new marketing campaign or need ideas to improve the effectiveness of an existing one, we can help.



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